



PRESS RELEASE

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Ceasar Marine appoints perfect south coast dealer

The Devon-based luxury RIB specialist Ceasar Marine continues its growth in the UK with the appointment of another dealer. Perfect Boats – based in the heart of the Solent at Hamble and Cowes – will be responsible for the sale, delivery and servicing of Ceasar's range of luxury Rigid Inflatable Boats for customers on the South Coast.

"Our growth in the UK market is gathering pace," says Ben Donovan, director of Ceasar Marine. "We have been looking for established sales and service centres that have the skills to meet the requirements of our customers. The team at Perfect Boats fits the bill flawlessly. Its location and proximity to so many trades and services will stand them in good stead for sales as well as aftercare."

Perfect Boats is lead by the distinguished keel-boat racer and sometime President of the Regent Street Association Jonny Falkner. "We have a very well established track record with luxury brands," says Falkner. "We market ourselves as a centre of excellence in the boating business and the Ceasar boats sit very comfortably with our other activities including our work in Grand Prix sailing and corporate hospitality."

The announcement follows hot on the heels of news that M.i.Cats, the UK's sole Fountaine Pajot dealer, is representing Ceasar Marine in Sussex, Surrey and Kent with its newly formed subsidiary M.i.Ribs operating out of Chichester.

So, Ceasar Marine's business mantra of 'making waves in marine technology' seems to be coming to fruition. The ripples have already reached Europe and the company will be revealing more news in the coming weeks about its imminent expansion into the EU.

For more information and high resolution images please contact John Sharp on 01403 71 33 25 or 07855 755 085 or e-mail john@sharpcommunication.co.uk

The Ceasar P850

